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Audit Bureau of Circulations

AUDIT REPORT: Magazine

HOT ROD
Los Angeles, California

CLASS, INDUSTRY OR FIELD SERVED: HOT ROD is an automotive magazine with articles designed for readers involved with street rods, street machines, drag racing, engine buildups. Road tests on performance cars and the latest street super bikes, a basic series on the automobile and photo stories on project cars are regular features.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 1991:

Subscriptions:		664,453
Single Copy Sales:		201,600
AVERAGE TOTAL PAID CIRCULATION		866,053
Advertising Rate Base		875,000
Average Total Non-Paid Distribution	35,249	

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

Edition & number of issues		Rate Base	Edition & number of issues		Rate Base
Eastern (12)	182,359	189,900	Central (12)	240,251	241,100
Southern (12)	215,358	217,500	Western (12)	180,885	171,700

2. PAID CIRCULATION BY ISSUES:

1991 Issue	Subscriptions	Single Copy Sales	Total Paid	1991 Issue	Subscriptions	Single Copy Sales	Total Paid
Jan.	663,279	206,397	869,676	July	641,496	211,004	852,500
Feb.	662,423	179,345	841,768	Aug.	639,134	195,579	834,713
Mar.	692,723	213,453	906,176	Sept.	635,360	195,678	831,038
Apr.	663,264	258,812	922,076	Oct.	662,401	173,140	835,541
May	674,417	215,862	890,279	Nov.	675,806	187,074	862,880
June	680,528	194,671	875,199	Dec.	682,604	188,188	870,792

AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1988	1989	1990	1991
March 31	870,321	870,130	893,269	872,540
June 30	914,977	924,204	906,494	895,851
September 30	914,393	908,933	894,096	839,417
December 31	856,791	895,079	868,069	856,404

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 5,840 copies per issue deduction.

A Supplemental Data Report consisting of an analysis of circulation by counties for the July, 1991 issue was released April 6, 1992. Data in that report have been verified as a part of this audit.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

December, 1992

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